

Build a **WOW Recognition Culture**

*Employee recognition that produces real
results for your people and your organization*



Recognition Increases Retention and Engagement

In today's marketplace, retaining good employees is a top concern for business leaders and HR professional. According to the January, 2016 report from the U.S. Bureau of Labor Statistics, 18-35 year-olds stayed with an organization on average for only 1.6 years. Employers can gain the edge over competition by in a culture of employee recognition that engages employees early on and throughout their careers.

Employees that feel valued and recognized by their employers are far more likely to stay onboard as the talent pool shifts. In a survey by the APA, almost 93 percent of employees who reported feeling valued said that they are motivated to do their best at work, and 88 percent reported feeling engaged.

Effective employee recognition must be a part of the day-to-day culture in the workplace.



In other words, employees who feel valued are more likely to report higher levels of engagement, satisfaction and motivation, compared to those who do not feel valued by their employers.

There is also a direct, positive correlation between how frequently employees are recognized and their level of engagement at work. Employees who are recognized daily have a 35% increase in engagement over those that are recognized only monthly, according to Aon and Hewitt's findings. Consequently traditional methods of recognition that occurs once yearly or even once every five years are not sufficient to effectively impact engagement and retention. Effective employee recognition must be part of the day-to-day culture in the workplace.

Developing an Employee Recognition Strategy

In order to develop a culture of recognition, it's important to establish a clear recognition strategy. The strategy must take into account - and be aligned with - the overall business strategy. What employee behaviors and contributions help the business succeed at its mission. Those are the things to proactively communicate and recognize.

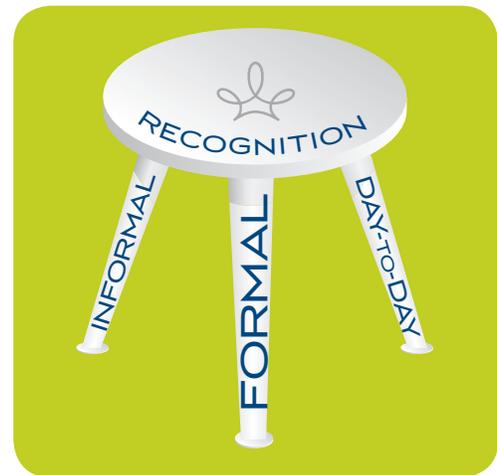
Gaining the support and participation of the business' leaders and managers is also an important step in developing an employee recognition initiative. Some managers are more comfortable than others at giving recognition. The good news is that recognition is teachable, and anyone can improve. Many businesses implement training programs for their management teams to help them acquire and practice this skill.

Additionally, a recognition strategy should address all 3 tiers of recognition. Picturing an employee recognition strategy as a stool, there are 3 legs that are required to create a solid recognition culture: day-to-day recognition, informal recognition, and formal recognition.

Types of Recognition: Day-to-Day, Informal and Formal

Let's look a little closer at what's involved in each of the types.

Day-to-day recognition is non-monetary and involves interpersonal interactions. These are the simple gestures: stopping by an employees' desk to thank an employee for great work on a project, or sharing a customer's compliment with the people involved in the account. Maybe it's texting or sending an e-card to an employee to say "way to go" or posting a couple of words of praise on your organization's online Recognition Wall. These seemingly small things add up to have a huge impact.



Often, the biggest roadblock for day-to-day recognition is a busy schedule. Simple reminder tools can help. A credit union in Ontario assists their managers with day-to-day recognition by giving each one a Recognition Toolkit with note cards, coupon books and certificates – a very low cost ways to recognize employees instantly when they see someone doing a great job. Another organization has implemented a “Thank you Thursdays” program. It’s a simple idea that encourages people to schedule time for appreciation.

Informal recognition is the next leg of the stool. Informal recognition has a casual level of structure and usually smaller award values. One example would be a peer-to-peer program where coworkers are encouraged to nominate individuals that they feel are contributing at a high level. Multiple nominations may result in a more significant award. Points-based employee award systems are also popular options. These programs are natural fit for wellness programs and short-term performance goals.

Formal recognition is the final leg of the stool. Formal recognition programs are structured initiatives that provide awards for significant milestones or accomplishments. Formal recognition experiences are highlights in an employee's career. They're the “Superbowl ring” or the “Olympic gold medal” of the workplace, and often they're the foundation of the recognition strategy. Service Awards and recognition for major performance achievements would fall in this category.

Again, the best recognition systems use an intentional balance of all three types: formal, informal, and day-to-day. Once the method for recognizing each of the types is outlined, it's important to implement an integrated platform to manage all of the legs of the stool. This will help leaders see a clear picture of the overall recognition going on in the business and maintain consistency over time.

Selecting Recognition Awards

Effective awards serve to demonstrate the value the organization places on the individual and their contribution.

There are four characteristics that every effective award shares:

First the award needs to be meaningful and appropriate for the individual. Many businesses today are incorporating award-selection programs into their recognition mix so that employees can choose an award that they will be excited about.



Second, the award needs to have a symbolic connection to the company or the achievement. This is an important way to reinforce that connection between the award and its meaning. There are many different ways to accomplish this, such as incorporating the business insignia or engraving the accomplishment or date on the award.

Third, effective awards are lasting or have a tangible reminder for the employee to keep. There is a physical item that reminds the recipient of what they have accomplished.

Finally it's important to account for differentiation in the award mix as employees progress through various milestones. Some contributions call for a pat on the back, some call for a small token of appreciation, and some achievements call for a major award. For example in a service award program, your awards for 1 and 2 years of service are not going to be the same as what a 10 year employee receives.

Guidelines for Recognition Presentations

The method of presentation is arguably one of the most important elements of a recognition program.

First, don't wait. Research shows that an award presentation will have more impact on the employee if the contribution is still fresh in their mind. When formal award presentations takes place on an annual basis, the impact can be increased by simply saying a few words or sending a note of congratulations on or near the achievement day.

Second, be specific. The award presentation is an excellent opportunity to communicate to the recipient - and to observers - what the recognition program is all about. It's essential to comment specifically about why the individual is being recognized and how their contribution has impacted the business.

Third, keep the message positive. This seems pretty straightforward, but it's worth mentioning. A recognition presentation is not the time for constructive criticism. Often, a little bit of preparation and training can go a long way to help award presenters put some thought into their comments.

Utilizing Technologies for Recognition

Technology can make recognition easier, more flexible and more frequent. According to research from Bersin & Associates, organizations that effectively use technology in their employee recognition strategy are “three times more likely to be in the top quartile of business performance.”

Give a WOW is one such platform used for peer recognition. The Recognition Wall concept in the Give a WOW program enables employees to praise their coworkers in an online feed. Visible to all in the organization, the Recognition Wall shows staff and leadership the achievements that are taking place throughout the organization, and gives peers an opportunity to interact by applauding and commenting on the virtual bulletin board. It becomes an employee-driven recognition network that builds the day-to-day recognition culture discussed herein.

Integrated recognition platforms, such as 360 Recognition, provide administrators with a dashboard for managing all recognition initiatives from one interface. This eliminates inconsistencies and provides important visibility into the recognition that is taking place within the different levels of the business. This information is important, both on a corporate level for assessing ROI and performance; and on an individual level so that managers can get details on employees' recognition history and progress to use for skills assessment and coaching.

These types of technologies can have a significant impact on the success of recognition initiatives over time.



Build a WOW Recognition Culture

“People often say that motivation doesn’t last.
Well, neither does bathing... that’s why we recommend it daily.”
-Zig Ziglar

Recognition is the best way to reinforce the
Attitudes, Behaviors & Contributions
your organization values most

List 3 of each that are important to your organization

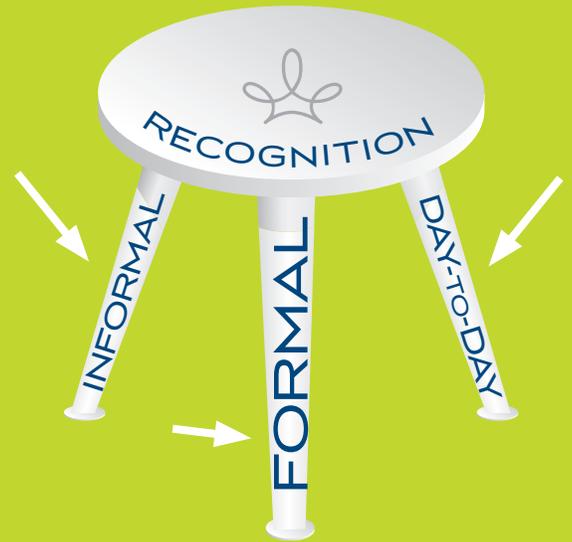
A Attitudes: 1. _____
2. _____
3. _____

B Behaviors: 1. _____
2. _____
3. _____

C Contributions: 1. _____
2. _____
3. _____

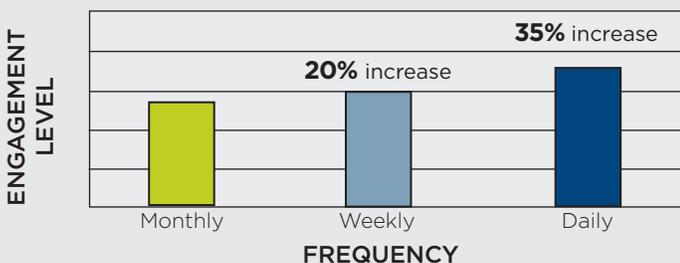
How can each of these A,B,C's be reinforced through recognition?

The 3-Leg Stool Approach to Recognition



Formal: Awards for major achievements
Informal: Casual structure, defined criteria
Day-to-Day: Non-monetary appreciation

RECOGNITION DRIVES ENGAGEMENT The more frequent, the better



Self Check: Is your recognition program **aligned** with the
Mission, Vision, & Values
of your organization?

Idea Center

Real-life recognition ideas from other business & HR leaders

1. “Bright Ideas” Encourage continuous improvement by rewarding employee suggestions that improve workflow processes.
2. “Pass the Ball” Encourage peer-to-peer recognition. Once an employee has been recognized for going above and beyond, he or she must “pass the ball” by recognizing a peer.
3. “President’s Club” Induct employees who surpass a goal-post objective into an exclusive President’s Club with honors.
4. “Welcome Aboard Award” Recognize new employees upon completion of orientation training.
5. “Make a Note of It” Give each manager a sticky note pad with instructions to write a “Thank-You” note per day until they’re gone. You’ll be surprised by the results.
6. “Your Service Matters” Multiply the impact of service awards by making presentations to tie the milestone recognition to specific contributions made throughout the recipients’ year and career.
7. “Snaps for Peer Recognition” Place a “snap cup” for employees to put in notes of recognition for coworkers. Then read them aloud during weekly staff meetings and afterwards give each other “snaps” (snapping your fingers) for a good job.
8. “Shout Out Board” When external and internal clients compliment an employee, the praise is printed and stuck on the outside of their cube. Then, when coworkers walk by and see the compliment, they shout-out a great job or well done!
9. “Root for Your Home Team” By winning the Taking the Team to the Top Award, each team member receives an engraved key chain, thank you card signed by all of the administration team and the team gets to have the suite at the local baseball stadium for an upcoming game.
10. Looking for more ideas? Visit www.terryberry.com/blog

Add Your Own WOW Ideas

connect with us!



Award Presentation Cheatsheet

Use this worksheet to prepare your comments for employee recognition presentations.

Recipient Notes

Award Presentation Date _____

Recipient's Name _____ Award _____

(Phonetic Pronunciation) _____ Exact Date of Hire _____

Current Job Title and Responsibilities _____

Original Job Title _____

Specific Contributions to the Organization _____

Humorous Stories _____

Spouse's Name _____ Children _____

Activities Away from Work _____

Our Mission, Vision, & Values: _____

Presentation Remarks

About the Award _____

About the Recipient _____

Specific contributions & how they support the organization's Mission, Vision & Values

Sample Presentation Remarks "Sally is celebrating three years of service with ABC Company. In that short time, she has made a big impact on the purchasing team. I won't forget, within the first 6 months of her hire, she took the initiative to revise the department training manual. She didn't just stick in the new procedures, she discovered and corrected outdated processes, and added screenshots to improve the usability. It's a document that still makes an impact when we bring new people on board. Over the last several months, she has worked diligently to develop a partnership with an important vendor, and we feel that this new relationship is going to help put us in a better position to serve our west coast customers. I've been really impressed with the way that Sally proactively handled this project. Thank you and congratulations Sally."

Recognition Check-up

Rate the following in Your Organization

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Employee Engagement

- I feel that my organization's mission, vision & values are clearly communicated to employees.
- Employees in my organization are motivated to perform at their best.
- Employees in my organization understand what is expected and how to achieve excellence in their work.
- Employee morale is good in my organization.
- There is open communication between management and employees in my organization.
- Employees in my organization feel respected and valued.
- Employees in our organization respect and trust the management team.
- Our employees understand the opportunities they have to be recognized.
- My organization acknowledges and appreciates employee dedication and contributions.
- When employees go above and beyond, I feel their actions are recognized in a timely and specific manner.

Program Characteristics

- Structure:* Formal, Informal and Day-to-Day recognition methods are used to reinforce contributions at different levels.
- Administration:* Our organization has a system in place to effectively manage the administration details of our recognition program.
- Participation:* Both employees and managers participate in the recognition process at a satisfactory level.
- Communication:* Employees understand how the recognition program works and how they can earn recognition.
- Awards:* Recipients value the awards that are given. They aspire to achieve them and are proud to receive them.
- Data:* Leadership has access to recognition data to inform decisions on usage, engagement, and performance.
- Evaluation:* We consistently review our recognition program to ensure it is meeting objectives.

_____ **Total**

Do you have a WOW Recognition Culture?
Add up your points, then turn the page for your results.

Recognition Check-up: Results

How Did You Do?

Add up your points from the Recognition Check-up. Do you have a WOW Recognition Culture?

70-85

READY TO WOW!

Congratulations! You're on the right track. Continue to look for opportunities to WOW your employees.

50-70

NEEDS MORE WOW

With a little attention, your Recognition Culture could have more WOW factor. Your prescription: seek out ways to engage and appreciate your workers.

16-50

WOW, HELP!

Your organization's Recognition Culture needs emergency resuscitation - STAT!

Bonus: Find out how your recognition program compares with other businesses. Take the survey at www.terryberry.com/survey.



Get FREE online recognition tools!

www.terryberry.com/tools

➤ iRecognize Mobile App, Printable Certificates, New-Hire Questionnaire, Blog, Recognition Speeches, Event Checklist, and other tools to help you get the most from your recognition program



Want more? Get *the WOW! Workplace*, by Mike Byam, available on Amazon.com



Interested in HRCI-approved recognition training for your organization? Contact info@terryberry.com

Terryberry | www.terryberry.com | 800.253.0882

My Notes





Terryberry
recognized